

# CLAIMS

1. A system for making an object such as a watch and a watch strap reversible and interchangeable, characterized in that it comprises at least one reversible and interchangeable element (110, 111) comprising a cavity (120, 121) and a removable fixing element (203) projecting from and attached to the strap or other support so that it can be inserted axially, parallel or otherwise, and is moved parallel to the cavity (120, 121) to a stop position and is rotated into its fixed position.
2. The system for making an object reversible and interchangeable as claimed in claim 1, characterized in that the cavity or cavities (120, 121) are machined in a separate plate made in particular of steel.
3. The system for making an object reversible and interchangeable as claimed in claim 1, characterized in that the reversible and interchangeable element (110, 111) comprises two watch cases (100, 104) joined together.
4. The system for making an object reversible and interchangeable as claimed in claim 1, characterized in that the reversible and interchangeable element comprises at least one decorative element (280) on one face.
5. The system for making an object reversible and interchangeable as claimed in claim 1, characterized in that the cavity or cavities (120, 121) are composed of an enlarged part (130, 131) allowing insertion of the removable fixing elements (203) and a narrower part (140, 141) allowing fixing of the system.
6. The system for making an object reversible and interchangeable as claimed in claim 1, characterized in

that the reversible and interchangeable elements (110, 111) comprise cavities (150, 153) taking retractable fixing means (200).

5 7. The system for making an object reversible and interchangeable as claimed in claim 1, characterized in that the fixing element (203) is a parallelepiped in volume and possesses retractable fixing means (200) on a front face (801).

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8. The system for making an object reversible and interchangeable as claimed in claim 1, characterized in that the removable fixing element (203) comprises two ends into which are inserted retractable means (200)  
15 that are pushed in an outward direction by springs (205).

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9. A watch characterized in that it comprises a system as claimed in the preceding claims.

10. A watch case constituting a reversible and interchangeable element of a system as claimed in one of claims 1 to 8.

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11. The watch case as claimed in claim 10, characterized in that it is composed of an assembly of two cases (100, 104) joined back to back and comprising cavities (120, 121) on the opposing edges of the two cases (100, 104).

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12. The watch case as claimed in claim 10 or 11, characterized in that it comprises lugs (170 : 173) for taking the end of a strap (204).

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13. The watch case as claimed in claim 12, characterized in that it comprises cavities (150 : 153) on the front parts (112, 113) or in the lugs (170 : 173).

14. A watch strap comprising a removable fixing.

element (203) as claimed in claims 1 to 8.

15. The watch strap as claimed in claim 14,  
characterized in that the removable fixing element  
5 (203) is housed in a loop on the end of the strap (204)  
and comprises a projecting part designed to fit into a  
cavity (120, 121) in the reversible and interchangeable  
element.